



Parent Expo: Biliteracy for Student Success

District Information Sheet

The **Parent Expo: Biliteracy for Student Success (Parent Expo)** is a *free*, one-day event for parents/guardians of English language learners (ELLs) in New Jersey. Participants will learn about various resources available to parents/guardians and students to support academic achievement, attend workshops, participate in Rutgers campus tours, and receive free lunch.

Objectives

- Parents/guardians will gain an increased awareness of the value of being bilingual;
- Parents/guardians will be active participants in learning about academic, social-emotional, and college/career resources for their children; and
- Parents/guardians will leave the event with a “map” of statewide resources.

Date/Time/ Location

The Parent Expo will be held **Saturday, September 23, 2017**, from **10 a.m. – 4 p.m.** at **Rutgers University, Douglass Student Center**, 100 George St., New Brunswick, NJ 08901. [[Directions to Douglass Student Center](#)] Free parking is available adjacent to the Douglass Student Center, and Rutgers University buses are free to ride on campus. The Parent Expo will also offer parents/guardians an opportunity to participate in a 45-minute tour of the Rutgers University campus.

Three time slots are offered for school districts to participate in the Parent Expo: 10 a.m., 11 a.m., and 12 p.m. Parents/guardians must register through the district for the Parent Expo and campus tour. (Note: Tours will depart at the designated times from the Douglass Student Center. Parents or district groups should check in 15 minutes prior to campus tour time.) Additional information will be provided to districts that complete the [online survey of interest](#) and/or register online on the Bilingual/ESL website.

Who Should Attend?

Parents/guardians of K-12 ELL students in New Jersey public schools are invited to attend. Parents with limited English proficiency may also attend. Parents/guardians may bring their children to the event. Supervised children’s activities will be available for younger children by age groups. High school students may participate alongside their parents/guardians in the Parent Expo and college campus tour.

Logistical Information

Registration and transportation for the event should be coordinated by the District Bilingual/ESL Office, Parent Coordinator/Liaison, or other district staff. Where feasible, districts should arrange for transportation and a meeting time for all parents/guardians attending the event and arrive at the Parent Expo together. However, parents may arrive to the event on their own. All districts are required to engage parents according to state and federal mandates and funding requirements.

Allocating Funding Sources

State and federal funds may be allocated for this event. For example, districts may pay for transportation, materials to advertise and promote the event, or stipends for staff to attend the event with parents/guardians. If using federal funds, districts must budget the expenditures in their 2017-18 *Elementary and Secondary Education Act (ESEA)* Consolidated Application for title programs and 2016-17 for 21st Century Community Learning Center funding budget application. The event meets the eligibility spending requirements for the following: Title I, Part A; Title III; Title III Immigrant; 21st Century; and State Bilingual Education Administrative Code mandates.

Additional Information

All materials for the Parent Expo may be accessed on the New Jersey Department of Education’s (NJDOE) [Bilingual/ESL website](#). The flyer and parent letter will be available in the top 10 languages of ELLs in New Jersey. Materials are provided in Microsoft Word to allow districts to customize them. For more information, contact the NJDOE’s Office of Supplemental Educational Programs at (609) 292-8777 or ELLParentExpo@doe.state.nj.us.

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EVENT PLANNING STEPS

1. **Announce the event to all** parents/guardians of ELLs and/or parents with limited English proficiency (LEP). Promote the event to:
 - a. Parent advisory committee;
 - b. Adult ESL participants;
 - c. Parents/guardians of ELLs in after-school programs;
 - d. Parents/guardians of ELLs receiving the state's Seal of Biliteracy for graduation;
 - e. Back-to-school night, parent-teacher conferences;
 - f. Community agencies (community-based organizations, faith-based organizations, refugee resettlement agencies, etc.); and
 - g. Summer program participants.
2. **Distribute [event flyers](#) with [parent/guardian letter](#).** The flyer is available in English on the NJDOE's [Bilingual/ESL website](#). The following additional languages will also be posted on the website:

a. Spanish	f. Haitian Creole
b. Arabic	g. Gujarati
c. Chinese (Mandarin)	h. Urdu
d. Portuguese	i. Bengalese
e. Korean	
3. Consider other ways to **promote the event**, including:
 - a. Enlisting students as ambassadors to promote the event via word of mouth to their parents/guardians;
 - b. Posting the event flyer on the district's website;
 - c. Adding the event to an online discussion board; and
 - d. Sending via phone/text communication messaging system a personalized message home to ELL families (e.g., robocalls).

Note: Districts may use appropriate federal funding to promote the event. See the "Allocating Funding Sources" section.

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EVENT REGISTRATION STEPS

Pre-Event Coordination

1. Identify a lead contact at the district- or school-level to coordinate the logistics of registering parents/guardians to attend the Parent Expo event.
2. Identify the number of seats available for transportation.

Event Registration Steps

Registration is on a first-come, first-served basis. Event capacity is limited.

1. Identify parent/guardians to attend the event.
 - a. **All** parents/guardians attending the event must be registered, in advance, via the district's lead contact.
2. Event registration is managed through the NJDOE's [Bilingual/ESL website](#).
3. **Follow the instructions on the event registration page.** Provide the following information, using the Excel registration sheet, to the NJDOE's Bureau of Bilingual/ESL Education **no later than August 18, 2017**. Submit the requested information below to ELLParentExpo@doe.state.nj.us.